

# Writing in an eBook World

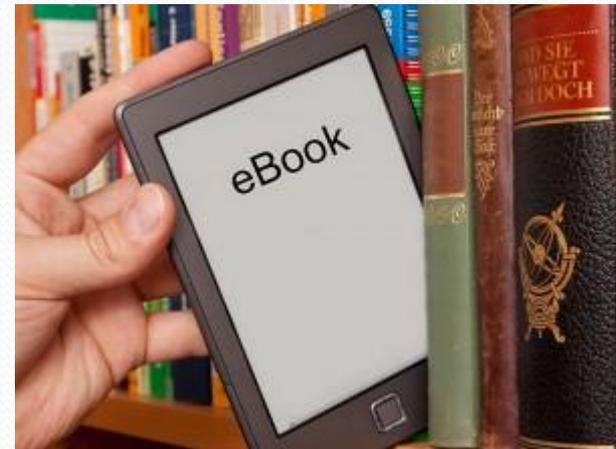
*A Virtual Seminar*

# How Authors Can Use eBooks

## Build your audience with eBooks

## Learn the facts and stats

- How do eBooks affect print books?
- What are the sales figures?
- What are traditional publishers doing with eBooks?
- Where can you publish an eBook?
- Learn to use the eBook funnel.



# What is an eBook?

In a simple definition?

# What is an eBook?

- A book in the form of a digital file
- It doesn't have to be published through
  - Kindle
  - Barnes and noble.com
  - Goodreads
  - Or even a publisher.

## eBook Hysteria

The Kindle came out in 2007

Publishers thought this would be the slow start of the decline of print sales.

Mainstream media said eBooks would replace books in the future, the same way the DVD replaced the VHS

They said this was progress...

They were wrong.



# eBook Sales Figures USA

- 2010: 69 million
- 2011: 165 million
- 2012: 215 million
- 2013: 242 million
- 2014: 234 million
- 2015: 204 million
- 2016: 221 million
- 2017: 266 million

# The Print Books Sales

- Print books aren't going anywhere
- Total Sales in the US by year:
  - 2013: 620,044,000
  - 2014: 635,093,000
  - 2015: 652,673,000
  - 2016: 674,151,000
  - 2017: 688,232,000

# A Book is a Complete Technology

One of the things the eBook hysteria crowd failed to note is that VHS's were dependent on the VHS player. A book is dependent on nothing. It is a complete technology.

Lack of VHS players mean the gradual and forced transition away from VHS's.

We have books that are centuries old.



# Four Types of Book Sales

Traditionally there have been 3 major types of book sales:

- Hardcover
- Trade Paperback
- Mass Market Paperback
- eBook is the new 4<sup>th</sup> type

# Some Differences

- Print books price ranges:
  - \$5.99 (MMPP) to \$25.95 (HC)
- eBook price ranges:
  - ????? Traditional publishers still have the jury out on what works for this.
- Categories:
  - Some categories of books sell better in print (poetry, cookbooks)
  - Some sell better in digital form (how-to information)

# FREE eBooks

The unknown statistic that creates a form of unreliability in all other book statistics.

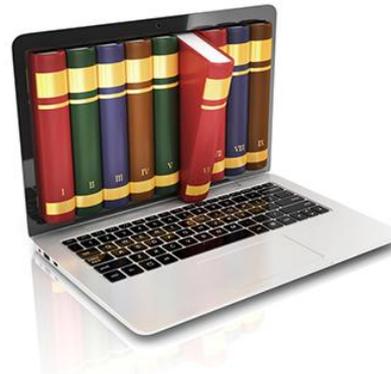
Libraries, universities, Project Gutenberg.com, and many many other outlets offer free eBooks.

No proper way to know for sure how many free eBooks are downloaded each year.

Estimated over 800 million free eBooks downloaded in America alone each year.

Free book promotions exist, and have existed for many many years, but cost far more than free eBook promotions and never existed in these numbers.

Free eBooks is a tool publishers and authors use alike to generate more sales.



Free  
eBooks

# eBooks are older than we think...

- eBooks existed long before the kindle or eBook readers.
- Any number of digital files over the early internet could fall into the eBook category.



# eBooks in traditional publishing

- Traditional publishers still haven't completely figured out eBooks.
- Barnes and Nobles once tried to sell Classic Edition eBooks inside their store (all the titles were available for free on Project Gutenberg.com.)
- Some publishers offer eBooks for free with print book purchases.

# The Pricing Question

What will people pay for an eBook?

Pricing varies by category and by vehicle.

Kindle, Amazon and other major outlets

: Most eBook sales range from 0.99- \$2.99

In some categories, information marketing, from private websites, eBooks can go for \$49.95 plus. (Non-traditional publishing.)

# eBook Publishing Options

- Kindle
- Smashwords
- Blurb
- Lulu
- Nook Press

Private direct sales via your own website.

# Pros and Cons of eBook Publishers

## Kindle, Smashwords, Blurb

- Bigger potential audience
- Benefitting from their built in search engines
- Can show up in recommendations
- Professional look whether done through traditional publisher or self-published via their platforms.
- More impulse sales.

## Your Own Website

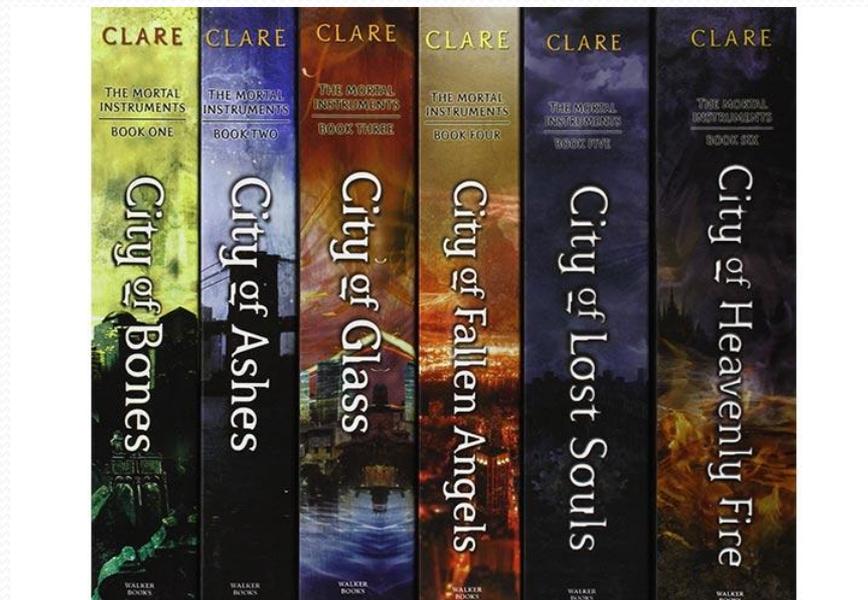
- More control
- Keep a bigger chunk of the money.
- The ability to know who your customers are (and market to them again.)
- Easier to do giveaways and promotions.

# Print and eBook Bundles

- Some traditional publishers have been offering the eBook version of a title for free when one buys the print version.
- Some indie publishers offer several eBooks and a print book as part of a promotional package.

# Free eBooks as an introduction

- Some publishers run promotions with book series to increase sales of a new title. Offering earlier titles free from their website as an eBook, or for a reduced rate.



## Ideal eBook Size?

What size eBooks will people read?

eReaders vary, and ability to stare at a screen for long lengths of time varies as well.

Textbook market is converting to eBooks to save money, but customers report finding it far harder to use 300-500 page textbooks via eReaders.

People read more 5-10 page articles and essays than ever before recorded.

eBooks can vary from 10 page nicely organized file to over 1000 pages.



# Content is King

- The more writing you have the more ways you can package it.
  - Fiction writers can give away a free short story as an eBook to drum up interest in a short story collection.
  - Poets can give away a digital chapbook of a few poems to generate interest in their print collection.
  - Non-Fiction writers can give away sample articles or chapters to generate interest in a complete book
  - Etc etc...

# The eBook Funnel

- eBooks create a great funnel for increasing an audience to your writing.
  - Step 1: Free eBook
  - Step 2: eBook purchase
  - Step 3: Print book purchase



# Example From What We Do

**FREE eBook to our email list every poetry month.**

**The Next Level Up for those who want more. Available as eBook or Print.**

